

52
Success Talks
on
The Logic of Business
and
Philosophy of Life

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THERE is one element of work which cannot be fully compensated for in dollars and cents.

It is above and beyond the mercenary and is represented by that spirit of love which the true craftsman holds for his toil.

Those who develop a love for their work always enjoy an extra reward in the pleasure and gratification of its performance—and often cherish appreciation and commendation fully as much as proper pay.

1-B

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TO achieve success in life and business you must first have a good purpose —back of that purpose there must be principle—and back of that principle faith.

Faith in yourself—faith in the prevailing good of all mankind —faith in the might of right and in the ultimate victory of a good purpose diligently pursued.

Believe in what you are doing —in your house—in its policy and principles—become an inseparable part of your institution—get back of its purpose and look with optimism upon the unlimited field for your own endeavors—then your influence and efforts will be felt and you are sure to be rewarded.

6-B

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ORDERLY system in our work reduces waste effort and lost motion.

It tends to make every stroke count.

Nothing helps to promote orderly system like clean tools in their proper places—whether they be pens for the desk or picks for the ditch.

The dependable worker loves good tools, and shows his appreciation of their value by taking good care of them.

A neglected tool is a poor recommendation for its keeper.

46-B

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Critics are made up from the scraps and scattered remnants that are left over when good folks are created.

Anyone can criticise the work and efforts of his fellows—but it takes a broad-gauged, fair-minded, thinking man to quietly show others a better way by his own example.

7-B

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HE reliable person accepts the work entrusted to him with good grace, tackles each task with a light heart, fulfills every obligation in a painstaking manner and follows each detail through to a clean finish.

The reliable person not only guards against mistakes himself but is all the while trying to mend the ragged edges that are caused by those who are careless.

He is always ready when called upon, never frets nor falters in his duty, seldom has to do his work over again and soon gains the trust and love of his associates.

A reputation for reliability is a personal asset that is greater than gold.

27-B

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¶ Every industry is fed and developed on new ideas.

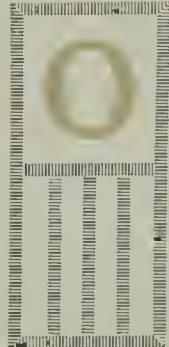
¶ Improved methods and practical short cuts are always acceptable and the suggestions offered by anyone in any position usually have thoughtful consideration in their turn.

¶ Never be afraid to give your ideas to the man above you, for if they are found practical and adopted you will be duly recognized and fairly treated.

¶ An idea cannot possibly benefit the one who originates it until it has had a chance to benefit others.

28-B

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UR promises are like stairsteps by which we may either go up or down in the eyes of our fellow-men.

Think deliberately, plan carefully, resolve firmly and act quickly with a steadfast determination to make your word good—for broken promises destroy confidence and confidence is the fine silken web which binds our relations with men.

Once torn, it is very difficult to mend.

38-B

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A NYONE can be a good spender—

And, while spending, it is no trouble to acquire a following of people who will profess friendship and admiration just so long as the money lasts.

But generally, those who are weak enough themselves to coddle to the whims of the easy spender are too weak to stand by him when his money is gone and he needs help.

So-called friends who are made by the free and easy handling of one's hard earned cash are seldom, if ever, in position to return the favors they so willingly accept.

The habit of consistent, steady saving is the corner stone of every successful career.

39-B

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THE best advice we get comes from within our own conscience and understanding—and if we act and work always in harmony with the dictates of our best knowledge, experience and judgment, progress is sure to mark our pathway.

3-B

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It requires a great deal more effort and study to dodge work than to do it right.

No one is harder pressed with care than the one who consciously neglects his duty or slight his task.

30-B

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THE duties throughout any business are so closely associated and so delicately interwoven, that even the slightest error in one department often disturbs the entire organization.

Sometimes a seemingly small blunder will worm itself to a customer hundreds of miles away—causing trouble and expense all along the line.

The longer an error runs loose, the bigger it grows, and by the time it gets back to its original starting place—as it nearly always does—the one who first made the mistake can hardly recognize it as his own.

14-B

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LET us do our work with Joy for Joy is the worker's keenest tool.

Without it we may perform our task in a manner, but not with that fine perfection which comes through love for our labors.

35-B

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*I am the great enemy of man.
I am the cause of most of his
trouble and mistakes.
I stand in his path of progress
and block his way to success.
I am eternally causing him to
retrace his steps and do his
work over again.
I rob him of valuable time,
fasten shackles about his feet,
and load unnecessary bur-
dens upon his shoulders.
I disturb his peace of mind—
cause him worry, anxiety
and vexation of spirit.
Failure, accidents, sickness and
death often follow in my
wake—I am the arch enemy
of man.
I am Forgetfulness!*

29-B

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GOOD CHEER is almost as essential to life as sunshine, air and water—and is quite as plentiful.

CHEERFULNESS has a dual value in life.

First it helps you—then it helps you to help others—and it keeps on spreading out into the great throng of humanity, stirring the hearts of men as the gentle breeze stirs the leaves of the forest—returning again and again to you in its endless course and all the while making the heavy load lighter and the dark road brighter for all.

Good Cheer is one of the biggest little things among all the elements of Success.

11-B

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EVERYONE receives his bit of benefit from the incessant toil of his fellowmen, and a kindly feeling of gratitude toward all the world is the smallest pay we can offer to balance our obligations for the many opportunities, comforts and conveniences which have been placed within our reach through the efforts of others.

10-B

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T'S easier to win when you're in the lead than to catch up when you get behind. Enthusiasm, Optimism, Self-confidence, Inspiration, Vim, Vigor and Vitality are bundled up in a good start.

The habit of starting early and starting right is not acquired by sudden resolve; it must be built by careful practice and steady training—by conscientious study and application of the best signals, rules and regulations of the great game of business.

Plan your work—work your plan—keep in training—get off with the signal and make every play and every day a definite advance toward the goal.

19-B

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WHAT is it worth to win?
It is worth the supreme satisfaction of fulfilling an obligation you owe to yourself and to others — to your house that believes you can win — to your family, friends and acquaintances who look for you to win — to the industry you are in which demands that you win — and to the world, which says that *every man can win*.

Then it is worth every ounce of effort you have in you to be able to say to yourself, "I HAVE WON," and to enjoy the thrill of victory as you progress in your work from day to day.

32-B

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I determine what the world thinks of me by what I think of myself.

Every thought, intention, word or act of mine is eternally echoed on the sounding board of my own soul.

I either stand for right or wrong — action or inertia — hope or despair — courage or cowardice — victory or defeat in whatever I do or say.

To be successful I must be right most of the time — and to be right most of the time I must aim to be right all of the time, not only in my own mind but also in the eyes of the world.

31-B

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PERSONAL neatness and cleanliness make for health, happiness and success — but personal appearance is only the minting which indicates the character of the coin.

There are some counterfeits in circulation and a man's "true value" is not always determined by his face value.

His real worth is measured by what he carries within his breast — and rough, scarred hands are often more worthy than bright raiment and gold medals.

33-B

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Care seldom rides on the back of the man who faces his problems with courage

9-B

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HERE is such a thing as the *habit* of success.

It means starting right and sticking to your purpose until it becomes easier to stick than to stop and give up.

There is no quality more quickly spotted—and none more highly respected in business—than the “success air” which comes from keeping everlastingly at it.

20-B

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PROFANE words fall like deadly gas bombs at the feet of the man who uses them, encircling him with their poisonous fumes and polluting the atmosphere of his hearers.

Reckless cursing quickly becomes a habit from which only harm can result and is a sign of weakness—not an indication of a strong will.

The wise man weighs his words, while a fool squanders them and advertises his foolishness.

16-B

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Our Flag

*Back of the rocking cradle,
Back of each mother's dreams,
Back of the brawny arms of men,
And of boyish youth that beams—
Back of our factories, fields and schools,
Back of our laws and creeds and rules,
Back of our Nation's Freedom true,
Stars and stripes—red, white and blue.*

21-B

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HERE is no such thing as luck as the term is generally understood.

Those who appear to be lucky usually climb and succeed through a constant observance of care and thoroughness in everything they do.

Luck is not a mysterious agent that will some day bring good fortune to those who watch and wait—but a condition that is created through energy, honesty and ambition.

17-B

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AN objective point or certain goal in our work is an incentive to highest accomplishment.

Aimless effort, however diligent, will not produce the results that are possible through a well defined plan and a standard by which to gauge your every effort.

Everyone should have faith enough in himself to set a high mark of accomplishment — a goal that brings out his best ability—and then bend himself constantly toward the complete fulfillment of his purpose.

41-B

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VIM, vigor and vitality are bundled up in a good start.

So pronounced is the advantage of a good start that a poor start often courts discouragement and defeat.

While a good start usually means an early start —an early start does not necessarily mean a good one unless backed up by the "do or die" spirit of the conqueror.

The habit of starting right is not acquired from sudden resolve—but is built through careful practice and steady training—being always on time and ready for what is expected of you.

34-B

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THE diligence necessary in fulfilling our obligations of today is the same kind of diligence that will be required

in the bigger work which we expect to do in future.

Those who believe that only the big things are deserving of care will not only shoot wide of the mark in future, but will sooner or later disqualify for the performance of the small tasks that lead to larger undertakings.

42-B

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LIFE, health, happiness and success depend largely upon our ability to overthrow a fault, bridle a wrong inclination and overcome our own weaknesses.

Self is the one big enemy with which everyone must deal hand to hand—it must be trained and disciplined to do the bidding of the intellect. Mind must rule matter in order for us to do anything worth while.

Self-denial and self-restraint are the foundation stones of real character.

49-B

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IT is impossible to judge folks correctly on first sight, and when we attempt to do so we most often find that we are decidedly wrong.

There is a great deal more good than bad in every human heart and the faculty to get along well in our relations with men depends somewhat upon our ability to study their natures and to find the good in them, with the aim of adapting the best we have in ourselves to the best we find in others.

18-B

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KEEN disappointments may have the power to shatter our loftiest hopes, but they cannot destroy the splinters of faith that kindle new fires of ambition.

15-B

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MY job is my best friend.

It responds to every good effort I put forth and is first to remind me of any slackened effort or inattention on my part—and that is a trait of true friendship.

I know that my job is faithful to me because as I make it better it makes me better, and we can work together with perfect harmony toward higher standards and better things.

I like my job because it is my own choice and because it is the channel through which I can rise to bigger and better work.

4-B

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O the thoughtful, observing mind everything in life presents a course of study that marks a degree of learning—and by comparisions and deductions we are enabled to lay in a supply of knowledge that serves us constantly in all our endeavors.

5-B

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EVERYBODY that strives to get ahead is constantly meeting the challenge of defeat.

The main difference between those who win out and those with the big "IFS" is that the latter become discouraged and give up too soon.

Some people become discouraged at the first signs of resistance and let the least setback disturb their plans to a point where they cease to try.

Despair and failure only get in where perseverance and steady effort cease.

Keep a steady aim and a keen desire in the face of every obstacle.

40-B

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WE get along better in life by making good impressions on those we meet.

Good impressions are made upon others through pleasing personality—and with most people a pleasing personality means only to be natural and easy in their manner.

Fear, unnecessary anxiety and jumping at the wrong conclusion will often overshadow the pleasing side of one's nature and rob him of the development and success that his good purpose, earnestness and diligence entitle him to in his work.

22-B

© 1918

Ekind and courteous, sympathetic and square—endeavor to find the prevailing good that exists in your surroundings and to help make them better because of your efforts and influence.



Live and work each day so that you can calmly look your fellowman in the eye, knowing that you are doing your bit to make the world a better place to live in.

Happiness does not come into our lives from without through the indulgence of so-called luxuries, but is radiated from within through an attitude of the heart and a state of mind based primarily upon service and sacrifice.

36-B

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CONTENTMENT is the last abode on the right side of the Highway of Progress —

which runs from Sunrise to Sunset. You reach it after you pass the steep grade of Steady Effort — at the junction of Toil and Drudgery.

It sets on the little knoll of Good Cheer, county of Clear Conscience, and is in the STATE OF MIND. A fine place to put up for the Night.

51-B

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IT is an interesting fact that the rules and secrets of success are all practically the same with every man who has gotten ahead in the world.

While everyone who adopts these simple rules may not attain the same degree or proportion of success, wherever you meet people who faithfully follow them you find they are making steady progress in their work, whereas those who completely ignore them usually make little headway.

47-B

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LET us not forget that the attainment of permanent success is a gradual process—so gradual that those who achieve it are always more concerned with the task at hand than with the ultimate goal for which they strive.

No man's success ever becomes finished and complete—but all can reach higher standards of well doing by constantly doing all things well.

43-B

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AMBITION for a certain goal is the surest sign of the innate ability to reach it—

but we must distinguish within ourselves the difference between true ambition and a mere wish.

A wish may be only the dream of an idler, while steadfast ambition is based upon intense desire—backed by untiring effort and tempered by the restraint of patience in any setbacks or disappointments that may be encountered.

44-B

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FORGETFULNESS and carelessness are two of Failure's jesting aids that are always playing pranks on folks.

Forgetfulness sneaks around and stoops behind a fellow and Carelessness walks right up in front and pushes him over backward—while Failure stands by and snickers.

13-B

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THE past records of successful men show that opportunity is open to all alike and that progress does not depend upon position and pull but upon perseverance and push.

Those in high positions have come up the rugged path through every conceivable channel of business.

Some started out as errand boys and some as teamsters without education, others started as clerks and bookkeepers—while only a few have had the advantages of college training.

Every step forward on the highway of progress is gained through diligence and earnest effort and any work we do should be accepted as an opportunity—not merely as a makeshift to hold onto while waiting for something better.

37-B

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IT is only possible to do a thing when we keep ourselves primed up to the firm belief that **it can be done.**

The word "can't" is an impurity of speech, a dissipation of will and the advance agent of adversity.

Those who put the reverse English of "can't" on any aim or undertaking are beaten before they start and should get off the main highway and not block the traffic.

45-B

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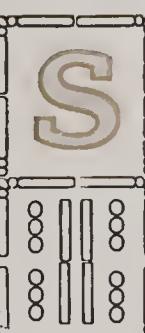
BE a booster wherever you are and in whatever you do, for the boosting spirit that helps others will also help you.

Show the friendship you hold in your heart for all the world and you will enjoy the universal kindness and good will which everyone is ready and willing to throw out.

If your purpose is right and your aim is one of fairness you deserve the helpfulness of all with whom you come in contact—and their help and co-operation can best be secured through the giving of your best efforts to them.

23-B

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SUCCESS is not represented by a bag of gold at the end of the rainbow—it is not a sudden streak of luck on a long chance—it is not necessarily enjoyed in a palace surrounded by luxuries and servants.

Success is a state of mind which comes to you or me through any degree of progress and achievement.

Drops of sweat from honest effort are always more gracious than idle tears from weak wishing.

Happiness is in doing—success is in the step forward, however steep the grade.

52-B

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THE world is made up of two great classes of people—those who want success and *wish* for it and those who want success and wade right in and *work* for it.

WORK is the net price all must pay to travel the highway of progress.

8-B

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LOSE attention to a given task develops personal interest in its smallest detail—it constantly unfolds new ideas and better methods which gradually but surely make the worker an expert in his line.

There can be no pleasure in any work unless it be done right—and personal interest usually marks the difference between doing a thing right and doing it wrong.

Anyone can get real pleasure out of his work by putting personal interest into it.

12-B

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HE discipline in the army and navy is for the purpose of keeping the individual always on the alert and ready.

The theory is that a *ready* man, like a well oiled gun, is necessary in emergency.

In business, it is largely up to the individual to discipline himself, keep in trim and be always ready for action.

This is done by close study and constant application —energy of body and alertness of mind are the keynotes to success in any kind of work.

50-B

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INCERTITY
and earnest-
ness are two
great virtues
of good folks

that work silently in their favor, always helping to clear the stubble and underbrush out of their paths and make progress pleasant and easy.

These virtues promote clear understanding and quick co-operation between men and make each step a permanent advancement toward the common cause, *Success*.

25-B

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HE world is constantly weighing and measuring each individual according to his words and deeds, and by this cold and impartial calculation a man's reputation is steadily determined.

A good reputation is the pass key which admits one to better opportunities and no better asset can be acquired than a good name.

Without it the most expert and skilled worker is greatly handicapped and can never realize his full value to himself or to others.

26-B

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HE doctor can bury his mistakes, the dentist can plug his up with gold and charge it to the patient and the lawyer gets a chance to try his case over when he finds an error, but with us its different.

When we make a mistake we have to climb the barbed wire fence and get over on the other side to make things right with our customer—we can't ask him to do it.

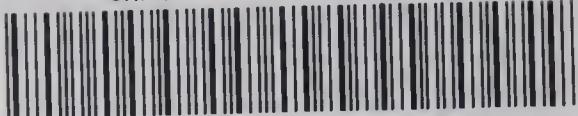
The little extra care and attention necessary to do things right are therefore very important.

24-B

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